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(71) Applicant: **NORTEL NETWORKS CORPORATION**
Montreal, Quebec H2Y 3Y4 (CA)

(72) Inventors:
• **Roberts, Jobe L. W.**
Wakefield, Québec J0X 3G0 (CA)
• **Stolte, Patricia A.**
Ottawa, Ontario (CA)
• **Brisebois, Michel A.**
Wakefield, Québec H0X 3G0 (CA)

(74) Representative: **Berkson, Michael David**
Nortel Networks
Intellectual Property Law Group
London Road
Harlow, Essex CM17 9NA (GB)

(54) **System and method for retrieving customer information at a transaction center**

(57) A method and system for gathering and storing customer profile data when the customer accesses a website location. Dynamic content messages from company marketing material are selected in accordance with the profile data and used to provide a customized webpage to the customer. In addition, a customer service representative can provide real-time updates to the customized webpage when the customer contacts a customer service representative to place a product or service order.

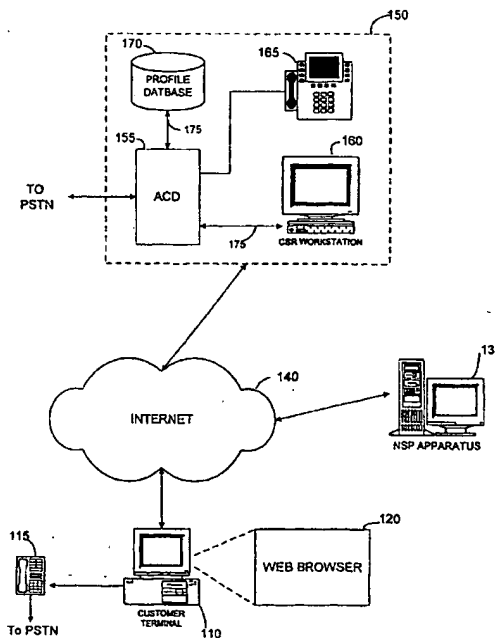


FIG. 1

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